



February 2021

Mission Driven Retail: Incl Impact of COVID-19 - US

“All companies are in business to sell a product or service. The brands that realize their beliefs, values and ethical practices are what will set them apart from competitors will be most successful in earning the hearts of their customers, and that’s what matters most at the end of the ...

January 2021

Mass Merchandisers: Incl Impact of COVID-19 - US

“Mass merchandisers are one of the few retailers benefiting from the changes caused by the pandemic and recession, similar to the 2008 financial crisis. Consumers who are prioritizing essentials and value – both affordability and convenience – are gravitating to mass retailers as their primary shopping destination, resulting in positive ...

Casualization of Fashion: Incl Impact of COVID-19 - US

“Sweatpants, hoodies and other comfortable clothing items compose the uniform of choice during the COVID-19 pandemic as consumers are confined to their homes. The reality is, though, that this casual approach to fashion has been trending for some time and will outlast the pandemic as well. While consumers are looking ...

November 2020

Beauty Retailing: Incl Impact of COVID-19 - US

“Beauty retail sales were well positioned for growth before COVID-19. However, the pandemic caused immediate disruption to the beauty retail landscape as well as consumers’ lives and consequently, their beauty routines. While segments such as facial skincare will see growth as consumers prioritize it as part of their wellness routines ...